

Valerie Chee (B.A.)

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IMPACTFUL STORYTELLER | PASSIONATE MARKETER | CREATIVE DESIGNER

EDUCATION

University of Stirling, 2023-2026
B.A. in Marketing, Merit

Temasek Polytechnic, 2020-2023
Diploma in Medical Biotechnology

Marketing Specialist with a unique blend of analytical and creative expertise focused on delivering impactful campaigns, audience engagement, and measurable results. Proven track record in driving sales growth, optimising user experiences, and managing dynamic projects across e-commerce, social media, and event management.

Cross-Functional Teamwork & Stakeholder Collaboration: Managed social media across 7 platforms, driving 80,000+ impressions and 600+ engagements. Led 3 event logistics, aligning branding with 30+ clients and designing 20+ promotional materials, achieving an 80% attendance rate.

Project Delivery Success: Achieved a 140% increase in e-commerce sales and doubled total orders in Q4 through strategic SEO optimisation, Implemented social media campaigns across platforms while increasing brand visibility and audience interaction by 20%, Designed and delivered 5 user-friendly websites using WordPress.

Customer-Centric Marketing: Conducted SEO and audience analysis using Google Search Console and AnswerThePublic to drive traffic and engagement. Achieved 2,000+ impressions and 31 clicks in 2 months with a 1.55% CTR. Designed SEO-optimized websites using Elementor, implementing on-page and off-page SEO to boost rankings and organic traffic.

RECENT EXPERIENCE

Guidesify (tech/e-commerce) - *Business Development Intern*

Nov 2024- Mar 2025

-Conducted SEO Optimization on E-Commerce Demo Store across E-Commerce platforms like Shopee, TikTok, Lazada, and WooCommerce:

- **Achieved a 140% increase in sales** and doubled total orders in Q4 compared to Q3 across E-Commerce Platforms through strategic keyword research, competitor analysis, and optimised product listings.

-Spearheaded Social Media Content updates across platforms like Facebook, LinkedIn, Tiktok, Instagram, Lemon8, and Xiaohongshu :

- **Drove 50,000+ impressions and 500+ engagements** (likes, saves, shares) across campaigns, effectively enhancing visibility and fostering audience interaction through engaging and innovative strategies.

-Delivered customized user-friendly and SEO optimised websites using Elementor on WordPress:

- **Designed modern, user-friendly websites** using Elementor on WordPress, blending creativity with functionality to enhance user experience.
- **Developed and executed SEO strategies** using tools like AnswerThePublic and Google Analytics, resulting in improved search rankings, higher website traffic, and increased conversions.

Prudential (finance/event) - *Freelance Admin Officer*

Feb 2023- Nov 2024

-Led targeted outreach campaigns and content creation on LinkedIn and Instagram to increase brand visibility and foster professional connections:

- **Executed targeted outreach campaigns** on LinkedIn, successfully connecting with potential candidates and expanding brand networks by 20%.
- **Designed and crafted visual materials** like social media posts, event banners, and promotional materials, ensuring alignment with each brand's voice and boosting audience reach by 30%.

-Coordinated high-profile event operations by leveraging vendor partnerships and creative solutions:

- **Directed and coordinated event logistics**, including liaising with vendors, overseeing setup, and managing schedules, leading to the seamless execution of multiple high-profile events with an average attendance rate of 80%.

ADDITIONAL INFORMATION

Language: English & Mandarin | **Tech:** GSC, ATP, GA, WP, Adobe XD, Adobe AI | **Platforms:** TikTok, RedNote